

10/559937

IAPS RECEIVED TO 08 DEC 2005

NEIFELD REF.: PIP155CARR-US

IN THE UNITED STATES PATENT & TRADEMARK OFFICE

IN RE APPLICATION OF: CARR et al.

USPTO CONFIRMATION CODE: Unknown

US OR 371 APPLICATION NO: Filed Herewith

US OR 371(C)(4) FILING DATE: Filed Herewith

GROUP ART UNIT: Unknown

TITLE: Assumed Demographics, Predicted Behavior, and Targeted Incentives

37 CFR 1.33 REQUEST TO USE CUSTOMER NUMBER 31518

FOR CORRESPONDENCE AND ATTORNEYS OF RECORD

Please use the address associated with the customer number **31518** for the correspondence address.

Please recognize the attorneys associated with the customer number **31518** as attorneys of record.

**NEIFELD IP LAW, PC CUSTOMER NUMBER: 31518**

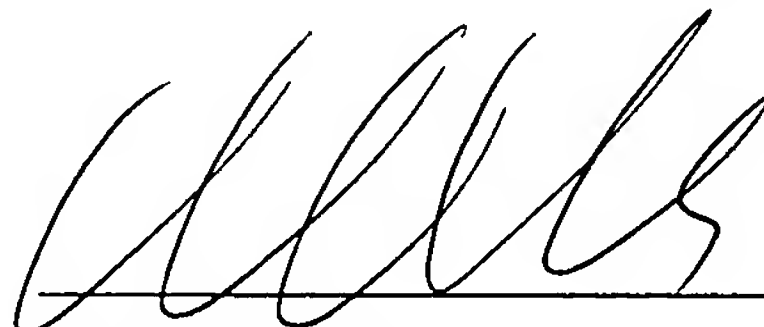
NEIFELD IP LAW, PC CURRENT POSTAL ADDRESS:

Neifeld IP Law, PC

4813-B Eisenhower Avenue

Alexandria, Virginia 22304

Date: 12/7/03



Richard Neifeld

Registration No. 35, 299

Attorney of Record

## Inventors' Declaration and Power of Attorney

WE (I) the undersigned inventor(s), hereby declare(s) that:  
My residence, post office address and citizenship are as stated below next to my name,  
We (I) believe that we are (I am) the original, first and joint (sole) inventor(s) of the subject  
matter which is claimed and for which a patent is sought on the invention entitled:

Assumed Demographics, Predicted Behavior, and Targeted Incentives

The specification of which:

- ☐ is attached hereto.
- ☐ is attached hereto including a preliminary amendment.
- ☐ was filed on \_\_\_\_\_ as U.S. Application No. \_\_\_\_\_.
- ☒ was filed as PCT international application Number PCT/US04/26736 on 9/13/2004,  
and amended under PCT Articles 19 and/or 34 on \_\_\_\_\_ and/or \_\_\_\_\_.

We (I) hereby state that we (I) have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment referred to above.

We (I) acknowledge the duty to disclose information known to be material to the patentability of this application as defined in Section 1.56 of Title 37 Code of Federal Regulations.

We (I) hereby claim foreign priority benefits under 35 U.S.C. § 119(a)-(d) or § 365(b) of any foreign application(s) for patent or inventor's certificate, or § 365(a) of any PCT International application which designated at least one country other than the United States, which is listed below, and have also identified below, by checking the box, any foreign application for patent or inventor's certificate, or PCT International application having a filing date before that of the application on which priority is claimed.  
Prior Foreign Application(s)

Application No.	Country	Day/Month/Year	Priority Claimed	
_____	_____	_____	<input type="checkbox"/> Yes	<input type="checkbox"/> No
_____	_____	_____	<input type="checkbox"/> Yes	<input type="checkbox"/> No
_____	_____	_____	<input type="checkbox"/> Yes	<input type="checkbox"/> No
_____	_____	_____	<input type="checkbox"/> Yes	<input type="checkbox"/> No

Printed: September 22, 2004 (3:16pm)

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NEIFELD REF: PIP155CARRP-PCT

We (I) hereby claim the benefit under Title 35, United States Code, § 119 (c) of any United States provisional application(s) listed below.

Provisional Application Serial No.	Filing Date
<u>60/503,877</u>	<u>9/22/2003</u>
_____	_____
_____	_____

We (I) hereby claim the benefit under 35 U.S.C. § 120 of any United States application(s), or § 365(c) of any PCT International application designating the United States, which is listed below, and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States or PCT International application in the manner provided by the first paragraph of 35 U.S.C. § 112, I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56 which became available between the filing date of the prior application and the national or PCT International filing date of this application.

Application Serial No.	Filing Date	Status (pending, patented, abandoned)
_____	_____	_____
_____	_____	_____
_____	_____	_____

We (I) hereby appoint Richard A. Neifeld, Reg. 35,299; Robert G. Crockett, Reg. 42,448; and Nicole A. Coy Reg. No: 54,051 as our (my) attorneys, with full powers of substitution and revocation, to prosecute this application and to transact all business in the Patent Office connected therewith; and we (I) hereby request that all correspondence regarding this application be sent to the firm of NEIFELD IP LAW, P.C., whose Post Office Address is: 2001 Jefferson Davis Highway, Suite 1001, Arlington, Virginia 22202. We (I) authorize NEIFELD IP LAW, PC to fill in a "NEIFELD REF:" identifier on the pages of this declaration after we (I) sign.

We (I) declare that all statements made herein of our (my) own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful statements may jeopardize the validity of the application or any patent issuing thereon.

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NEIFELD REF: PIP155CARRP-PCT

Ryan CARR  
NAME OF FIRST (SOLE) INVENTOR

[Signature]  
Signature

9/27/04  
Date

Residence Address: 3 East Sandstone Court

Post Office Address: South Elgin, IL 60177

Citizenship: USA

Mark DAVIS  
NAME OF SECOND INVENTOR

Signature

Date

Residence Address: 3170 Shoreline Drive

Post Office Address: Clearwater, FL 33760

Citizenship: USA

Gary M. KATZ  
NAME OF THIRD INVENTOR

[Signature]  
Signature

9/24/04  
Date

Residence Address: 3128 Hemlock Lane

Post Office Address: Northbrook, IL 60062

Citizenship: USA

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Application Serial No.

Filing Date

Status (pending, patented,  
abandoned)

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Ryan CARR  
NAME OF FIRST (SOLE) INVENTOR      Signature      Date

Residence Address: 3 East Sandstone Court

Post Office Address: South Elgin, IL 60177

Citizenship: USA

Mark DAVIS  
NAME OF SECOND INVENTOR      Signature      Date

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Citizenship: USA

Gary M. KATZ  
NAME OF THIRD INVENTOR      Signature      Date

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